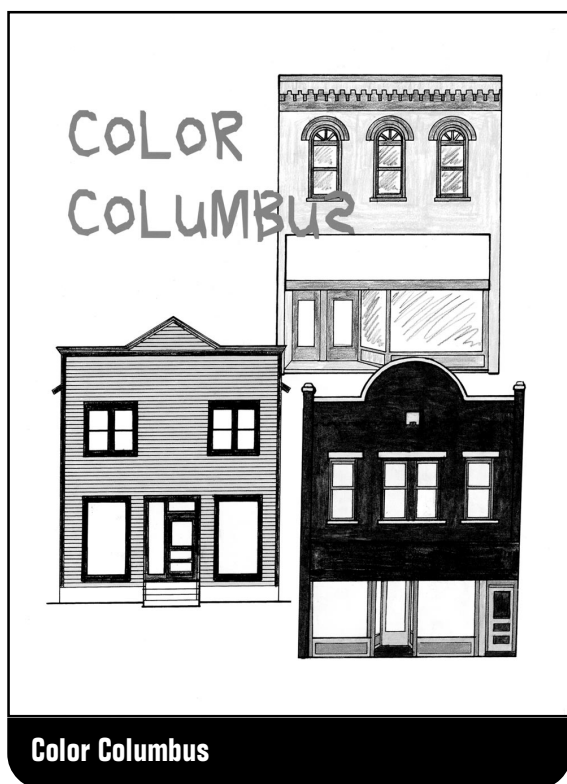


# Color Columbus

When Columbus Main Street completed its Historic Walking Tour brochure they had approximately \$900 remaining from a grant they received from the National Park Service, U.S. Department of Interior, and State Historical Society of Wisconsin. Main Street wanted to put the extra funds toward a related project that would appeal to another audience. As the staff looked at a full wall display of Main Street building sketches, the idea for a coloring book developed. The piece could serve as a lasting, educational tool, and as an effective way to reach young members of the community.



“Color Columbus” is a 19-page book that features some of the community’s historic architecture. It was produced by Columbus Main Street with assistance from the State Historical Society

of Wisconsin and the Columbus Historic Landmarks and Preservation Commission. The coloring book contains black and white sketches of properties such as the Sampson Pharmacy (1865); Lien Garage (1910); and O’Brion Photography (1894). The local Main Street staff traced the outlines of drawings that have been prepared for downtown design projects. Each page was then marked with the name of the present building occupant. A line of information or a question to stimulate a young mind was developed for each page in the hope that children who used the book would develop a better understanding of the historic details of the downtown buildings. An art class at the local grade school served as the “test site.” The coloring book pages were well received. The students enjoyed becoming the “decorators” of the familiar Columbus buildings.

Columbus Main Street printed 1,000 coloring books, and distributed them to the grade school art department, the local hospital, the waiting rooms of several doctors’ offices, the Chamber of Commerce, and several downtown merchants.

While children have fun coloring the buildings, Columbus Main Street hopes to achieve its goal of increasing identification and appreciation of local historic buildings.

For more information, call the Wisconsin Main Street Program at (608) 266-7531.